



Automotive



Goal

A global automotive brand and leader in electric vehicles approached AirGrid to help them drive traffic to a newly launched vehicle range. The new range was designed to convert more drivers to electric vehicles, by exciting potential customers with modern design and technology packed vehicles. The advertising campaign's metrics were set as cost per land (CPL), in order to drive traffic & maximise new users to explore the range on site.

Solution

The campaign included; contextual, 3P data, geo contextual, direct buys & AirGrid audiences. Custom AirGrid audiences were built to target two distinct personas; those who are eco-conscious and considering an electric car and those who are yet to consider an electric vehicle in order to maximise upper funnel activity.

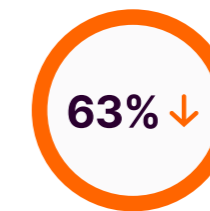
AirGrid audiences are created via a direct integration with premium publishers. This allows the segmentation of users without the use of cookies or personal identifiers, directly in the browser to ensure full privacy for individuals, whilst providing performant addressability for marketers and increased yield for participating publishers.

Results

The campaign's primary metric was CPL, to help drive traffic to the website. The overall campaign hit it's objectives, with AirGrid audiences delivering:



increase in **click based traffic** to the site vs the campaign average



reduction in **CPL** vs the campaign average



increase in **CPM** for publishers whilst overachieving on cost metrics for the advertiser